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**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**BBA - 5211**

**B.B.A. (V Semester) Examination, Dec.2018**

**BUSINESS ADMINISTRATION**

**Information Management**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

**Q.1.** Attempt any six of the following. **5\*6=30**

1. Discuss Information Technology.
2. What do you understand by concept of data? Explain.
3. Describe Cross Functional Information System.
4. Explain Supply Chain management also discuss its benefits and challenges.
5. What is Expert System explain?
6. Explain features of Database Management System.
7. What do you understand by Database? Explain.
8. Discuss Data Mining with the help of example.

**Q.2.** Discuss Information System. Also explain different types of Information System. **10**

**OR**

What do you understand by Information System framework for Business Professionals?

**Q.3.** What do you mean by Enterprise Resource Planning (ERP)? Explain in detail. **10**

**OR**

Discuss Customer Relationship Management in detail.

**Q.4.** What do you understand by Operation Support System (OSS)? Explain in detail. **10**

**OR**

Explain Management Support System in detail.

**Q.5.** What is Database? Explain Database Management System and its components. **10**

**OR**

What do you understand by Centralised and Distributed database? Explain with the help of suitable example.